

Orange-fleshed sweet potato drinks commercialization towards a healthy population, Nigeria

L. A. Onyegbulam, C. Aniedu
Onyegbulam.lilian@mouau.edu.ng
Michael Okpara University of Agriculture, Umudike Abia State, Nigeria

Abstract: Dietary transitions and nutrition awareness informed decisions to choose healthy drinks which appeals to consumers tastes and preferences. The demand has risen to an unprecedented high. Orange-fleshed sweet potato OFSP drink is one of such products and now has been processed into nutrient-dense drinks, developed with so many flavors and acceptable by consumers. OFSP drink is rich in beta carotenoid, vitamins and essential minerals. Empirical studies reveal that OFSP is known to have an excellent amount of carotene, converted into vitamin A retinol in the human body, which is critical to alleviating vitamin A malnutrition in Sub Saharan Africa, which is the cause of at least one third of all child deaths and 20 of maternal mortality every year. It has the potential of eliminating the major impact of hidden hunger malnutrition particularly in women and children within the first 1000 days of conception. This market is huge and the potential impact is enormous. Seasonality of production, low economic value for fresh roots and fast post-harvest deterioration of potatoes roots led to post harvest losses. This innovation, poised to curb post-harvest losses, ensure access to healthy food and ready market for farmers thereby providing agribusiness opportunities should be scaled-up.